

MEMORANDUM FOR: A1

When I talked w/you over there several weeks ago about "Yellow Pages," did I ask you to look over a draft "image" poster as well? If not, a cy is atchd. It's mentioned in our memo of 18 Mar on planning reminders.

The draft poster is made up of comments Tony rec'd from the components he visited in his "image" survey. (If I can explain that further, give me a call.) And the objective of having the poster is to put these ideas into a large, visible, eye-catching form for OL people to put on their walls to remind them how they can give better service to their customers. I need P&PD's help on artwork: Besides the OL logo at top left, maybe some other special effects such as bold type, fancy initial-cap letters, a border, color, etc. After I get all the comments back on the text, I'll discuss that side of it or the D&P people. Meanwhile, would you get the reaction of Walt or Vince and anyone else there you think appropriate?

Many thanks,
Date

3/20/86

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